

KAIT is devoted to serving the public interest. The station provides three and one-half hours of daily market news coverage a day which translates to approximately 18% of our total daily programming. This is market size 179 and during a normal week we produce 19.5 hours of local news. IN April of this year we added an additional one-half hour of local news and weather to our early morning newscast on a M-F basis. We also began carriage of the ABC Good Morning America program on Saturdays from 8-9AM. We also place on a daily basis all of our new stories on our web site, kait8.com, and furnish video streaming for those stories of major importance. The news department has thirty one employees, which exceeds the average for the market size and the expenses for the department are in excess of \$1.3 million per year which is more than double the average for the market size as reported by the NAB Television Financial Report. Programming is selected by management based on local community standards. Our syndicated programming is chosen based on quality of content, The station preempts the network in order to carry sports programming that caters to the desires of the viewers, programming that involves Arkansas State University and the University of Arkansas for basketball and football conference and non-conference games. During the past two years this station have preempted the ABC Network in primetime and on week-ends for over fifty five hours of programming of interest to local viewers.

The station has a policy of going live with what is termed "wall to wall" coverage during times of severe weather where the National Weather Service has proclaimed tornado warnings or when the station own live Doppler radar suspects and pinpoints possible tornadic conditions. This happens several times a year during the so-called bad weather seasons. Just as recent as October 18th the station went live from approximately 4:41PM until 8:11PM and again from 11:18PM until 12:10AM with live up to the minute coverage for tornado warnings that traversed the market and leaving in its wake property damage with three individual area residents dead. In every case the station was able to predict in advance the presence of the storms and their direction thereby warning people to take cover. Live reports from area viewers that we call "weather watchers" enhanced the coverage.

In order to bring weather coverage to the region this station has invested in thousands of dollars worth of equipment from a nationally known weather service provider, Weather Central. We were the first station in Arkansas to have live Doppler radar that has been enhanced over the years at cost in excess of \$175K. We also provide NexRad radar coverage, a Storm Sentinel system for storm direction tracking MicroCast forecasting, all of which has cost the station thousands in initial cost and monthly maintenance fees.

In the past several years the station has participated with the Arkansas State Police by providing Morgan Nick alerts, or by another name called the Amber alert. During the past year, September 2003 to September 2004, the station passed through nine Morgan Nick alerts sounded by the ASP to help recover missing children.

For the year 2004 KAIT has presented indepth coverage of all local and major political races either through news story coverage or live and pretaped programs, of which the following were complimentary by the station.

May 2004